MENLO PARK RECORDER

A PAPER DEVOTED TO THE BEST INTERESTS OF MENLO PARK AND SAN MATEO COUNTY

VOLUME 6 — MENLO PARK, SAN MATEO COUNTY, CALIFORNIA, FRIDAY, DECyMBER 21, 1928. — No. 11

MERRY CHRISTMAS

Merchants Display Christmas Decorations

Following out the Christmas spirit many of the merchants of the city have decorated their places of business for the occasion..

Some of the show windows are exceptionally attractive and would do credit to a metropolitan city.

Among the business houses standing out prominently for their Christmas displays and windows are:

Mrs. Nelle G. Fletcher's Menlo Specialty Shoppe, Fred Bauderman, The Harms Drug Company, E. J. McLoughlin's Shoe Store, The City Market, Lucelle's, Crescent Creaners, James Artino's Barber Shop, The Menlo Hardware Store, W. E. Dale's Grocery, Fred Nessles's Novelty tSore, Phip Blanchard's Candy Store, M. & H. Restaurant, Two Girls Kitchen, Menlo Meat Market, Menlo Grocery, Safety Electric Works, Busy Bee Grocerteria, The Dutch Oven and H. A. Chandler's Grocery Store.

MENLO PARK P. T. A. HOLDS INTERESTING MEETING

The Menlo Park Parent Teacher Association met at the Central School house on Friday, December 14th, and a very pleasing program was presented by Mrs. Gibson, music instructor, and by Miss Bracesco, chairman of the program committee.

Mrs. S. F. Tupper reported a very pleasant evening at the card party given by the Association on December 6th. The third party of the tournament will be held on Thursday, January 3rd, 1929.

A Christmas treat was given to the children of the school on Friday afternoon. Each child received a box of candy which was furnished by the Association.

A Food Sale was given by the Association on Saturday, December 15th, which proved very successful.

HALF MILLION LBS. MAIL SENT BY AIR

More than a half million pounds of air mail will be handled by all contractors during this month, owing to the Christmas rush, it is stated by the American Air Transport association. In support of this prediction it is pointed out that use of the air mail for social correspondence has increased heavily since the rate reduction last August, and greeting cards and packages sent via the air carry added distinction. Business houses throughout the nation are said to be emphasizing the value of air mail for late mailings, according to the association.

MENLO SPECIALTY SHOPPE OFFERS SPEVIALY—RUSH

According to an ad appearing in this issue of the Recorder, Mrs. Nelle G. Fletcher of the Menlo Specialty Shoppe is offering a very special price on a large line of high class merchandise for tomorrow (Saturday) and Monday, which it will pay all to take advantage of.

This little shop is noted for the high grade of its merchandise and the service given, and there is no doubt but that the store will be crowded on these two days so come early and avoid the rush, delay and disappointment.

Mr. and Mrs.. J. E. Cooper and son have returned to Menlo Park to make their home. It is very probable that Cooper will again engage in the automobile business.

BILLY THE BARBER IS NOW IN HIS NEW SHOP

Billy the Barber is now located in one of the most attractive shops on the peninsula, which he has fitted up in the store room next to the M. & H. Restaurant on the highway.

For a long time this popular barber was connected with, and run the shop in the Menlo Exchange, but seeing the need of a more modern shop he decided to move.

During the few days which have followed his opening he has had all that he could do.

From now on there will be two barbers in this up-to-date shop.

PIGGLY WIGGLY WILL SOON MAKE APPEARANCE HERE

Work of installing the fixtures in the new store on Santa Cruz avenue to be occuped by the Piggly Wiggly store is progressing rapidly and the new firm will soon make its appearance in this city.

A full line of up-to-date merchandise will be carried in stock at the low prices usually charged by this firm and which are made possible by the large chain of stores they operate and which gives them an enormous buying range and power.

PARRY J. ANCONI ARRESTED ONFORGERY CHARGE

Parry J. Anconi was arrested the fore part of this week by Chief of Police Thomas Furman on a telegraphic warrant from the sheriff of Hunmodlt county charging him with forgery. Anconi was turned over to Sheriff McGrath and was later released on the order of the sheriff of Hunboldt county. He will have to appear in court in Eureka on the 17th of January.

Victor Dupont, formerly of the Menlo Exchange is now employed at the barber shop of G. Duke in this city.

The Menlo Park Exchange Club met as usual last Wednesday night with a very small attendance. There will be no meeting next week, the club assembling again on January second.

Wm. Boggess, the popular tire man is recovering from a severe attack of the flu.

It is reported that Jack Collins of the depot garage has secured the selling agency for the Oakland motor car for the coming year.

PLANS MADE TO KEEP PACE WITH GROWTH OF CITY

The new Presbytery and parish house, just completed for St. Thomas Aquinas Catholic Church, is part of a general plan of expansion outlined by the Rev. A. J. Carroll, pastor of the church, who took charge of the parish last March.

Seeing for Palo Alto, "one of the beauty spots of California, a town of beautiful homes and delightful surroundings," a future of inevitable growth, he undertook on his arrival to assure a commensurate development for the local Catholic church. He feels, he says, that "the church should be a leader, not only along spiritual lines, but along all lines which tend to develop the finer instincts of mankind."

Father Carroll procured four acres of land in the Pitman tract on Channing avenue, near Ashby avenue. It will probably be used for a school, but will also be suitable for other needs as they develop.

Father Carroll supervised the erection of the new building, providing a social hall for the children and space for various parish meetings, and the installation of a heating system for the church.

Father Carroll announces at this time that a mission will begin at St. Thomas Aquinas Church on January 27. This will be conducted by the Paulist Fathers Quinlan and Donegan, whom he characterizes as two of the best known Catholic preachers in the United States. The first week of the mission will be devoted to Catholic people and the second for those who are not of the Catholic faith.

M. AND H. RESTAURANT WILL SERVE CHRISTMAS DINNER

V. Alexander, proprietor of the M. & H. Restaurant located on the Highway in this city announces that his establishment will serve a Turkey Dinner on Christmas Day, for which the nominal charge of $1 per person will be made. Reservations can be made for parties if desired by seeing Mr. Alexander.

There is no reason this year why the busy housewife should spend the day in a hot kitchen when the dinner for the family can be secured at such a reasonable price, and in a restaurant where service, courtesy and cleanliness are the watchwords of the owners.

The M. & H. Restaurant is noted for its fine meals, better try the Christmas dinner there this year.

SEQUOIA THEATRE OPENING ANNOUNCEMENT IN FEW DAYS

Definite announcement of the opening of the new Sequoia Theatre, Redwood City, will be made within a few days, according to Manager Otway J. Cosgrave, representing the Arkush Peninsula Theares circuit in that town.

The opening of the new theatre will mark the third new house to be opened by that progressive company in as many years. The Peninsula,Burlingame was first, then the new Varsity in Palo Alto and now the Sequoia in Redwood City. It is with pardonable pride that the heads of the organization look upon the new Redwood house as being perhaps the most unique and beautiful of their chain of five first class theatres. Everything to render service, comfort and entertainment has been incorporated in the building to that end that the people of Redwood City and the surrounding territory may enjoy themselves amid cheerful surroundings.

Prices are to be set at a popular scale and shortly after the opening the installation of equipment for Vitaphone and Movietone sound and dialogue pictures will be definitely announced.

NEW LICENSE PLATES ARE NOW BEING DISTRIBUTED

California's new 1929 license plates are being displayed on many motor cars as the "early shoppers" take advantage of the earlier opening of the renewal registration period. In order to allow more time for renewal, issuance of plates began December 15, which is two weeks earlier than the 30 days in January alloted by law. The registration period ends midnight, January 31, after which a 100 per cent penalty is charged by the state.

AUTO CLUB CITES AIR RECORDS AS LESSON TO MOTORISTS

The fact that an automobile accident may be expected for each 10,000 miles of travel, while one air transport line has operated its planes nearly 2,000,000 miles without a mishap, is being dwelt upon by the Automobile Club of Southern California in its campaign to decrease the appalling number of auto deaths, according to a report from the club. One of the club's speakers recently declared:

"We can expect an automobile accident for every 10,000 miles of automobile travel. Then why is it that airplanes operated by Western Air Express have been able to travel 1,700,000 miles without an accident? Do we autoists want to admit that the airplane is safer than the automobile?

"I will tell you why; it is because the pilots employed by Western Air Express are good chauffeurs. They know their machines are perfect and they take no foolish chances."

Pilots of all the large operating companies never stunt with passenger-carrying airplanes; there is no occasion for it as their business is to get their passengers to a given destination on scheduled time. Instead of "taking a chance" on going through storm clouds, they skirt around the disturbance.

FRENCH WIRTER LAUDS AMERICAN TELEPHONES

Andre Maurois, the French writer who recently made a visit to America, returned to Paris full of praise for what he saw and heard in this country. He declares that he found in America a real hospitality and a genuine interest in culture, as well as a pro found knowledge of French literature.

The eminent Frenchman, author of "Ariel" and "Dirhaeli," also found much to praise in American industrial lift. He was particularly impressed with the American telephone system, regarding which he says:

"A bad feature of American life is that the telephone works—and that they always get you."

WEST POINT EXAMINATIONS TO BE HELD SHORTLY

On January 1, 1929, at 9 o'clock a. m., a tthe Post Offices in San Jose and Santa Barbara, California, the Civil Service Commission will conduct examinations of applicants for admission to the Military Academy at West Point, New York, and the Naval Academy at Annapolis, Maryland.

Applicants for the Naval Academy must be not less than sixteen, nor more than twenty, years of age on the 1st of April of the year of entry in the Academy; applicants for the Military Academy must be between the ages of seventeen and twenty-one years.

Any young man desiring to take this examination should communicate immediately with Congressman A. M. Free, Room 329, House Office Building, Washington, D. C., who will forward an authorization for the taking of this examination.

Appointments to these Academies will be made only from the list of those certified after examination.

"Cholly had a rough time of it Christmas eve."

"How so?"

"Well, his girl used the mistletoe to take him in and then her dad used the missile-toe to put him out."

The Glorious Yuletide

The yuletide is what one makes it. Most people choose to make it an occasion resplendent with unselfishness, a season dedicated to the happiness of service. This is the glory of a festival that never ages. It is the glory of today.

Christmas in Russia

Singing of ancient "Kolyada" songs is one of the typical features of Christmas gatherings in Russia.

Christmas Holiday Fittingly Celebrated

EXCHANGE CLUB CHRISTMAS PARTY DRAWS CROWD

Menlo Park Exchange Club gave its first Annual Christmas Party to the kiddies of Menlo Park last Wednesday afternoon at 2:30.

The party took the form of a Theater Party to which the youngsters were invited, and to which the little ones responded, packing the house.

Manager Blanco of the New Menlo Theater kindly furnished the use of his house and apparatus free of charge the only cost to the club being the price of the films. Harry A. Chandler also furnished the candy used at cost.

MASONS HOLD CHRISTMAS TREE AND PARTY

The Masonic Temple Association, or at least the ladies auxiliary of that body, gave a most enjoyable Christmas Tree and party in the Masonic Temple (the old Duff & Doyle Hall) last Wednesday evening and a large attendance, especially of the children, greeted the hosts and hostesses.

A feature of the evening was the presentation of candy and gifts to the youngsters. Gifts and candy was also sent to several children at the Convalescent home.

NATIVE DAUGHTERS HOLD CHRISTMAS TREE—PARTY

Last Sunday afternoon the members of Menlo Parlor, Native Daughters of the Golden West held their regular annual Christmas Tree and party in the Duff & Doyle hall with about 60 present.

Christmas games were played and an excellent program given which was followed by the beautiful Christmas tree, loaded down with gifts and candy for all. Ice cream was also served.

At the conclusion of the affair all expressed the same idea and that was that they had enjoyed the time of their lives.

DECKEROAK BUILDING IS PURCHASED

The Deckeroak Building at the corner of Waverley street, and the adjoining piece having a frontage on the avenue of 25 feet, have been sold, it was learned today.

While the exact consideration involved is not available, it is indicated that the two properties sold for a figure in the neighborhood of $150,000.

The purchases in both cases is Mrs. Mary E. Bacigalupi, wife of James A. Bacigalupi, president of the Bank of Italy, who made the purchases as investments.

William Cranston was the seller of the Deckeroak Building and the adjacent property was sold for the account of Mrs. Ada Spiro.

The latter deal was handled by Griscom & Kilner in conjunction with Cranston.

LITTLE LORENA KLAY MEETS WITH SLIGHT ACCIDENT

Returning from the Christmas tree given by the Masonic Temple Association last Wednesday evening little Lorena Klay ran out into the Highway in front of a passing machine and was knocked down, and which the little girl was shaken up considerably it is not thought that she was hurt to any great extent.

It appears that Mrs. Gale, Mrs. A. E. Klay and Mrs. Dorothy Klay were on their way home from the party at about 9:10, in charge of the children, and in some manner the little girl, unnoticed slipped out onto the highway. She ran into the side of a machine driven by Alfred Cohen, 134 Summerset street, Redwood City. The car was proceeding very slowly and the driver brought it to a stop before the rear wheels reached the spot where the little one was sitting in the street.

Mrs. Nelle G. Fletcher of The Menlo SPECIALTY SHOPPE

--Wishes her Costumers and Friends--

A Merry Christmas!

And is offering Special Prices on all Dresses - Hats- Bath Robes - Silk Coats and Sweaters for

SATURDAY and MONDAY

Bank Bldg. Santa Cruze Ave.

PENINSULA BUILDING MATERIAL CO.

Located in Menlo Park on the Highway and under the able management of Harry Morey who has had a wide experience in this business, the Peninsula Building Material Company, is the leading building material firm on the Peninsula; Dealers in Concrete, Rock, Sand, Gravel and building materials of every description.

In a review of this kind, embracing as it does the firms that have contributed to the upbuilding of the Peninsula, it would not be just to neglect any department of the building world, especially that so essential as building materials. The Peninsula Building Material Company is a leader in these lines in this section, and their products have been used in many of our large buildings and street paving.

Through their modern facilities they are able to handle the materials efficently and economically, which means a big saving in time and in money to the contractor. They maintain a large fleet of trucks of large capacity with automatic loading apparatus. So often are their trucks seen that one automatically thinks of building material when ever they appear. They are experienced as to the grade and quality that the different sections of the country produce and can furnish the best grade of rock, and gravel, and that it can be produced at a lower cost. They have a grade of concrete, rock, sand or gravel for every building use, and with their experience in the business they are capable of advising you whattype of either is best suited ot your particular need.

Quality and prompt service are the first considerations of this firm, and we can assure you that prices are reasonable. The Peninsula Building Material Company is to be complimented upon the policies they have carried throughout their business and the service they render to the upbuilding of San Mateo Cunty and the adjoining country.

IN THE SOUTHERN DIVISION OF THE UNITED STATES DISTRICT COURT FOR THE NORTH-

FINAL REPORT OF CITY PLANNING COMMISSION.

AGED 84, PASSES

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SUBSCRIPTION RATES

ree Months.....75c Six Months.....$1.00 One Year.....$1.75

Parent-Teacher Congress Meets in Los Angeles

Board of Managers of the California ngress of Parents and Teachers met Los Angeles, Calif., December 11th d 12th. Practically every district in e State was represented. Mrs. R. L. rdiff, of Santa Cruz, Calif., state esident, presided.

The following resolutions were passed:

HEREAS, the plan known as the ounty Unit Plan" approved by the nvention at Santa Cruz, is not the me as the proposed bill known as e "County Unit Plan"; and

HEREAS, the Board of Managers of e California Congress of Parents and achers is not informed as to the ture of the proposed bill; therefore, it.

ESOLVED, that attention be called the fact that this Board has taken action whatsoever in regard to the oposed bill.

Signed:

Mrs. C. H. Turner,
Mrs. Frank R. Schaefer,
Mrs. Bayliss Clark,
Mrs. F. V. Voolmer,
Mrs. J. Stuart Moore.

E IT RESOLVED THAT we, the ard of Managers of the California ngress of Parents and Teachers in s Angeles, Calif., December 12th, beving that the conclusion of the Genal Pact for the Renunciation of War ll constitute a stop of vast importce towards its ultimate elimination a method of settling international fferences, do hereby urge prompt ratcation by the United States Senate.

Quoting from Mrs. William Tilton, ational Chairman Committee on egislation. "These Peace Pacts help lift the rising tide of education gainst war. Certainly every parent, very teacher wishes to help such necssary education."

The National Congress of Parents nd Teachers is holding a program ontest in which California Parent-Teacher Associations will participate. Mrs. Wm. J. Hayes, state manager of Program Service, is requesting each of he twenty-four districts in California o submit the six most successful Parnt-Teacher programs given by local ssociations. At the February State Board meeting in Oakland, Mrs. Hayes and a committee will choose the six best programs submitted and enter them in the National contest.

Monday, December 11th, the State Revision Committee spent the day in conference, but no report will be given until February.

Tentative plans were made for State Convention to be held in Sacramento the week of May 21st, at which time the National President of the Congress, Mrs. S. M. N. Marrs, of Texas, will be in California.

Mrs. Cardiff was guest of First District Board, Thursday, December 13, and speaker at their Holiday luncheon at the Chamber of Commerce Tea Room, Los Angeles.

Friday, December 15th, Mrs. Cardiff and Mrs. Ernest Benson, of San Francisco, was guest of Twenty-third district, at Riverside. Mrs. Cardiff was principal speaker. Saturday afternoon, December 9th, the Council President and chairman of Study Circles of Pasadena were entertained at the home of Mr. and Mrs. Edwin Price. A conference was held at this time with Mrs. Cardiff conducting a round table discussion. Mr. Price is state chairman Correspondence Course in Parental Education.

A large attendance of local P.T.A. members from the surrounding districts were in attendance at the open meeting on Wednesday when the speakers were most outstanding. A special luncheon was given by the Tenth district at the Hotel Alexandria in honor of Mrs. R. L. Cardiff, state president.

The program consisted of Seven Objectives of Education: Health, Home, Learning, Citizenship, Vocation, Leisure and Character. Sound Health by Dr. Anita Muhl, San Diego; Parent Education, Edwin Price, Pasadena; Tools and Technic, Alfred L. Benshimol, Director of Adult Education, Los Angeles; Useful Citizenship, Mr. S. C. Hartrauf, Fullerton; Earning a Living, W. S. Keinholz ,Director of Vocational Training, Los Angeles; How to be Employed, Mrs. Tam Deering; Wise Use of Leisure, Mrs. F. C. McColloch, Los Angeles.

Dr. A. E. Cochran
Optometrist

Located at 509 Emerson street, Palo Alto is a prominent professional man of this section, and is an efficient optomitrist, whose efficient service has brought a large clientele from this city and surrounding territory. Service is much in demand by mothers who are having their children's eyes scientifically examined.

Some of the greatest scientific minds of the world have developed material progress in this important profession and all the leading optometrists of the country are available to the people of this and adjoining counties if they desire to secure the services of this competent practitioner.

This popular optometrist has kept pace with the times and is considered by eminent men of his profession as one of the foremost practitioners in these parts.

He has carefully studied all the developments in this important branch of science and places his wide knowledge at the service of the community.

How many people are today wishing that they had been fitted with glasses when they were younger. How many more who are experiencing eye trouble wish they had consulted an expert optometrist? Your eyes are two of the most delicate organ sand when irritated require the attention of a scientific expert. When your eyes begin to bother you as they certainly will do sooner or later, we suggest that before you purchase glasses or do anything else you should consult Dr. Cochran, who is competent, and well trained and who specializes in eye work.

The following communication was received and is given out for the consideration of the public.

Why is the Planning Commission and What is it?

These were some of the questions asked at the public hearing on the Commission's report last Tuesday.

At the hearing it developed that the city was zoned to meet the whims of some of the members of the commission and a few of their friends who owned small properties.

After the appointment of the commission they discovered that the work was too big for them and it would be necessary to employ some one to tell them what to do.

Accordingly a high priced gentleman with oestethetic tastes was employed for the sum of three hundred dollars to prepare a map of the city and mark out the different zone.

So far as anyone has been able to learn this gentleman secured a map of the city from the county engineer and with a few colored pencils marked out what he thought should be the residential, commercial and industrial zones.

This map is pinned on the wall of the city hall and represents an outlay of $300.

The ordinance proposed is faulty in many respects and will have to be redrawn as it will not be enforcible if contested.

Just the other day the Superior Court upset some of Atherton's restrictive ordinances holding them to be unconstitutional and merely aesthetic.

Why not abolish this Planning Commission and let the City Trustees by ordinance create the needed zones and pass comprehensive building ordinances?

This is something for the people of Menlo Park to think over and we would welcome their suggestions.

A. READER.

STANFORD IS BUILDING 1929 BASKETBALL TEAM NOW

With a nucleus of seven lettermen, everyone of whom will have to fight for a regular position on the team, Coach "Husky" Hunt is working to build a winning combination for the 1928 Stanford basketball quintet. Judging from early season workouts and practice games, it is quite probable that youngsters will replace the veterans in more than one place.

Bill Clark, Harry Berg, and Dowl Richards, lettermen forwards, are having a tough time keeping pace with some of the brilliant youngsters from last year's freshman five. The sopnomore forwards include: Vance Fawcett, Fred Hawkins, Virgil Hepp, Phil Moffatt, and Vard Loomis. Fawcett and Hawkins were the regular forwards for the frosh last season and have been working together a great deal. Moffatt and Hepp are small, fast men, who may fit into the combination by the time the Conference season rolls around. Loomis is a splendid floor man and is valuable because of his accurate passing. Berg has been used in several combinations and may be able to keep one of the sophomores off the regular quintet.

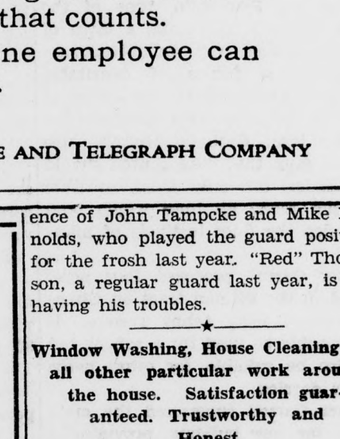
John McCandless and Chuck Smalling are the lettermen out for center and McCandless appears to have the call on this position at present. Smalling only reported recently, having been occupied with football, and will have to step in order to catch up with the rest of the squad. Right behind McCandless is Jimmie Mears, star center of the 1928 yearlings, who gives promise of developing into a real star. Then there are Wayman, Okker, and Bonner, who are playing for the first time for the Cardinals and one or the other of this trio may break into the lineup quite frequently.

Captain Harlow Rothert is having a difficult time getting on the first quintet due to the late start in basketball this season and also to the presence of John Tampcke and Mike Reynolds, who played the guard positions for the frosh last year. "Red" Thompson, a regular guard last year, is also having his troubles.

MADE EASY

For an unqualified endorsement of our lumber ask any carpenter who has worked it up and he will tell you that it is easily and quickly done because it is sound, well seasoned and in uniform lengths, widths and thicknesses. You get all of these advantages for the same prices of ordinary lumber. Be sure to obtain our prices.

LUMBER? TROUBLES
—WE BRIDGE THEM—
ELLIS BROS. LUMBER Co
PHONE 2291 MENLO PARK



A Telephone is a thoughtful Gift

To save someone running needless errands . . . to place her in touch with the voice of the world—

Give her a Telephone for Christmas!

To save many steps within the home, give her a telephone with *extensions!*

It is the thoughtfulness of a Christmas gift that counts.

Any telephone employee can take your order.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

SOON! we will announce opening date of our New Theatre

Sequoia Theatre
Redwood City

Window Washing, House Cleaning and all other particular work around the house. Satisfaction guaranteed. Trustworthy and Honest
Phone P. A. 2648-R

IRONING TO TAKE HOME
AT 50c PER HOUR
MRS. BATTENSTOS
Phone Menlo Park 2422-R

Phone Redwood 339-J

EUREKA VACUUM CLEANER

The best there is - We have it
Always the best in Hardware and Utensils
Menlo Park Hardware Store

THE LITTLE GREEN DOOR OFFERS -

A Complete Line of Christmas Novelty Gift Items

Just a few Items of Many we have in stock for your Inspection

Gifts That Travel Well

Ladies Handkerchiefs 3 in a beautiful gift Box 75c to $2.50
Ladies Shoe Tree Sets $1.00 & $1.25
Girls Handkerchiefs 25¢ to $1.00
Stationery 50 ¢ to $2.50 a Box

Mens Ties

Featuring hundreds of smart new ties in Christmas Box 50¢ to $2.50
Mens hose all grades and patterns 25¢ to $2.00
Mens & Boys belts all styles 35¢ to $2.50
Mens & Boys Silk Muffler Sets in the latest patterns $1.00 to $2.50
Cigars and Cigarettes in Holiday Package $1.00 to $6.00
Johnson's fine Choclates in 1 - 2 & 3 lbs. Beautiful Christmas Boxes
A Full Line & Other Candies in Stock
Numerou[illegible]er Beautiful Gifts Suitable For ALL

ODORLESS DRY CLEANING

SANITARY AND MODERN METHODS
Hats Cleaned and Blocked
All Work Guaranted and Insured

Fine New Building, New Machinery

OUR PRICES ARE VERY REASONABLE
SMALL REPAIRS INCLUDED
FOR PROMPT SERVICE CALL
Menlo Park 1008
MENLO PARK ON THE HIGHWAY

MENLO PARK
CLEANING AND DYEING WORKS

WORK OF ALL KINDS

General Delivery Residence

Menlo Park San Antonio Road

General house cleaning, window washing. Wash and polish cars on premises. Phone Palo Alto 1628-R. John Pickett.

M. P. 658 M. P. 1845

J. J. HARCOM

Fire and Auromobile Insurance

Bank Building,

Insurance Menlo Park

ALONZO MURRAY

Window Washing, House Cleaning and all other particular work around the house. Satisfaction guaranteed.

TRUSTWORTHY and HONEST

Phone Palo Alto 2648-R

WILLIAM CHARLES WIDER

Painting, Paper Hanging, Automobile and Furniture Spraying

Bring your auto washed and we will spray it 3 coats for $20.00

Phone Menlo Park 3828-W after 6 p. m.

★ Phone M. P. 2860 ★

★ DR. J. ROSS HARDY ★

★ Examination Free ★

★ DENTIST ★

★ Artino Building Menlo Park ★

Electricity is your friend—Electric Al

Men and women used to regard eoletricity as an enemy. That was in the dark days before the lightning was harnessed and put to work. This electric store is waiting the opportunity to serve you with supplies and electrical work. We do repairing.

SAFETY ELECTRIC WORKS
T. B. HUNNELL, PROP.
Everything Electrical
HIGHWAY, MENLO PARK
PHONE 2151

MADAM VEN DOHM

Hours 10 a. m. to 10 p. m.

North of Valparaiso Californnia

Card Reader, Palmist and Medium

Highway, second house Menlo Park

W. D. KNOWLES, Prop.

Before going on your vacation pep you car up by having your valves put in first class condition. All valve grinding done scientifically and accurately by machnery.

A PERFECT JOB GUARANTEED

Reasonable Flat Rates on ALL Cars

PHONE SAN BRUNO 243

Phone San Bruno 716

Sealed bids will be received by the Sanitary Board of the Menlo Park Sanitary District up to and including Thursday, the 3d day of January, 1929, at the hour of 8:00 o'clock P. M. for the construction of sanitary sewers.

The following is the approximate estimate of quanities involved;- 5,860 lineal feet of six (6) inch vitrified clay pipe sewer.

177 - six (6) inch by four (4) inch vitrified clay sewer pipe wyes.

23 - brick manholes with cast iron frames and covers.

All bids must be on forms prescribed by the Sanitary Board, and bidding blanks may be obtaned from C. L. Dimmitt, Redwood City, California, engineer for the district.

Plans and specificatons may be obtained from the engineer.

All bids must be accompanied by a check in an amount not less than ten (10) percent of the estimated total of the bid, certified by a responsible bank and payable to John Glunz, President of the Sanitary Board.

Checks of unsuccessful bidders to be returned upon the rejection of bids. Check of successful bidder to be returned upon the signing of contract and giving of a bond for the faithful performance of the work in a sum not less than twenty-five (25) per cent of the estimated total of contract, and also a material and labor bond in an amount equal to fifty (50) per cent of the estimated total of contract.

The successful bidder before entering into contract will be required to deposit with the Menlo Park Sanitary Board a compensation Insurance policy covering all employees to be used by him or any sub-contractor under him.

The Menlo Park Sanitary District will make monthly progress payments as the work proceeds in the sum of seventy-five (.5) percent of the work completed and accpted as determined by the engineer for the district.

The Sanitary Board reserves the right to reject any and all proposals received for doing the work.

Dated, Menlo Park December 6, 1928.

Menlo Park Sanitary District,

By John Glunz, President of the Sanitary Board.

L. H. Cook, Secretary of the Sanitary Board.

Publications Dec. 15-22-29.

SEE OUR

CHRISTMAS CARDS

RICHFIELD

GAS - OIL

We have the kind and grade for your car

Service with a Smile

Radio Service Station

Highway and Middle Ave.

Menlo Park

F. Holmes Smith, M.D.

PHYSICIAN and SURGEON

County Health Officer San Mateo Co.

LOOK AHEAD - PLAN AHEAD

FINANCING CHRISTMAS IS NO PROBLEM IF YOU JOIN OUR

Christmas Club

YOU can plan your expenditures next CHRISTMAS with a substantial balance at your service by joining our Christmas Club.

The weekly deposits will soon grow into a fund that will enable you to enjoy the greatest of all holidays to the fullest extent.

Now is the Time to Join

Menlo Park Branch

AMERICAN TRUST COMPANY

By MARTHA BANNING THOMAS

THIS is the story they tell in a village by the sea: It was rather a small village, and not a very rich village, and most of the people who lived there were fishermen and their families.

At Christmas time a young girl decided that they must be up to date and have a community tree. It took a deal of talking and wheedling and getting around old people who could see no sense in it. But at last the necessary money was raised . . all but a few dollars. The young girl decided to go to a cross old captain who was never known to give anything to anybody, except ill-natured replies.

The girl used all her art to persuade him. He said it was a waste of money and electricity and had no sense to it. "I wouldn't give a penny," he growled, "not if every man and woman in the town begged me on their knees. Foolishest goins' on ever I heard."

But the young girl was not discouraged. She had set her heart on having the tree. Finally she managed to raise the required amount.

The tree stood straight and tall on a high hill overlooking the sea. It blazed with light and was very beautiful. Everyone admired it except the captain.

Christmas eve there came a sudden storm of wind and snow. But shining through the flakes gleamed the lighted tree. The captain's son, Roger, had gone to the next village on business. On the way home his car broke down. He was compelled to walk. Weary and spent he finally arrived at his home. The captain's face was lined with anxiety.

"Thought ye were lost," he said; "what's been the trouble?"

Roger related his experiences, and then said, "The storm grew so bad that I almost gave up. I could hardly tell where I was. It was hard to walk. Then I saw the Christmas tree . . . and that was the one thing that led me home."

(©, 1928, Western Newspaper Union.)

Let the Christ-Child In

By L. D. STEARNS

NEARLY two thousand years ago, on the Judean hills, a band of shepherds listened to the first Christmas song. In the spangled heavens radiance burst like flame as the music broke across the silent night. It does not require a great deal of imagination to picture their stern, rugged features changing from swift amazement into adoration and solemnity as the strange light grew brighter and more far-reaching—the music more jubilantly sweet. The streets filled quickly with hurrying throngs.

"Bless the Lord, O, my soul!" chanted the holy men.

"On earth peace; good will toward men," rang from the sky.

"What means it?" some one cried.

"Unto you a Child is born. Unto you a King is given," came in answer from the Heavenly Host.

Slow—majestically—the Star moved across the heavens until it paused above a manger where a new-born infant lay, a soft, unearthly radiance lighting all the place.

Wise men knelt with gifts of gold and frankincense and myrrh. Rich and poor—wise and simple—old and young—bowed beneath that holy light on the first Christmas eve, so long ago.

Today, throughout the entire Christian world, the song still rings. Whatever the place or style of Christmas celebration, back of it sounds the triumphant cry—"Peace and good will! Unto you a King is given!" As it reaches once more to the individual hearts of the world shall not understanding and sympathy and kindly faith replace harshness and intolerance, fanning gently into deeper glow the mystic light that is shedding Christmas cheer?

According to an old legend the Christ-Child wanders abroad each Christmas eve with a bundle of evergreens on His shoulder. Through rain or sleet — garments ragged — feet bruised and torn—He is pictured traversing village and town seeking aid and homely cheer. A candled window signified His welcome within. Aid rendered any beggar was counted as hospitality offered the Christ. As the old and new merge again into one may brotherly love, radiating clearly and far, proclaim, even as the shining candle of old, "The Christ-Child may come in!"

(©, 1928, Western Newspaper Union.)

Yule Observance in England

Since the earliest known times, England has entered into the observance of Yuletide more heartily than any other country. It was principally a religious observance with the Celts, but they also added mirth to the occasion.

"Silent Night, Holy Night"

"Silent Night, Holy Night," is said to have originated in a little Bavarian village some time during the Eighteenth century. This is among the most loved songs of Christmas time.

Children and Christmas

Wherever there are children, Christmas and the Christmas spirit are in no danger of dying out.

A Store Complete For Men

Located in Palo Alt oat 538 Ramona is the popular clothing firm that makes a specialty of their Suits and Overcoats and are outfitters for Men representing a progressive and up-to-date Clothing store, which carries at all times a well-eselected stock and in fact, everything in the furnishings line.

There is nothing so important to the commercial development of the smaller city as an up-to-date establishment where the men of the community can satisfy their demands for clothing and haberdashery. This is the day and age when men, both old and young, must be neatly attired in clothes of distinction and quality. If they have to do their shopping along lines in some distant city, the home community suffers accordingly.

In this part of the state the needs desires and demands of the male population are more than satisfied at this well known store. This progressive establishment is strictly modern and is stocked with a class of goods that would be a credit to a much larger city than Palo Alto. It features nationally famous lines of clothes for men and young men, which in itself, is proof of their wisdom, for these lines are found only in the leading establishments. Just at present they are well prepared to serve men of all ages and ideas an immense stock of all the n and most attractive designs.

The clothing department is o the very popular features of store. Here you will find tha cellent material and the expert manship inculcated into their cl will render your apparel that gree of distinction and quality. individuality which is so desi and so hard to obtain has won their garments a fame that is eve creasing their patronage.

A full line of haberdashery, in ing shirts, collars, handkerchiefs, hats in new styles and beautiful are carried in stock.

ROLLER & HAPGOOD

Located in Palo Alto at 431 University avenue, conduct one of the most modern and up-to-date Funeral Homes in this section, maintaining motor driven funeral cars, a lady assistant who is always on duty, and are prepared to render service unexcelled in any city.

In a comprehensive review of this kind, embracing as it does the most salient feature of our progress, we cannot fail to devote time to the professional status of the community and justly so to a profession which is so essential as that of a modern funeral director. This community possesses an efficient representative in this well known firm.

Since the foundation of their business, they have always been most careful to give the best service. Not only has this accrued to the benefit of the public, but has built up for them a reputation that has spread for miles around.

Their establishment is complete from a standpoint of stock, and from it they are able to offer service that is unexcelled in any city.

In keeping with the progressive yet reliable policies they have kept in close touch with everything modern in their line of equipment.

One particular feature of this establishment is the privacy for funeral. The atmosphere is mo the home-like, giving it a touc reverence. In the family room chapel that same atmosphere pre All work is done privately in most sanitary and up-to-date prep tion room.

As is well known, they have ducted some of the largest fun ever held in this section in an adm ble manner, and their excellent fa ties make it possible for the to r er complete service. We wish in review to compliment this firm on satisfactory service it is rendering people of this section.

SANTA DEMANDS A CHRISTMAS STOCKING

(By Betty Barclay)

When Santa Claus visits a home where there are no stockings awaiting him he knows there are either no little boys or girls in that home, or it is ruled by parents whose childhood's Christmas mornings had something lacking.

Few events in the life of a small child are remembered so long or with such fondness as the trip downstairs early Christmas morning to see what has been left in the stockings by the fireplace, or the searching fingers very, very early in the morning that creep from beneath the covers to see what is in a certain stocking hung on the bed.

There is something mysterious about wrapped, rustling packages felt for an instant through wool, cotton or silken mesh. The round object may be a ball, an apple or an orange. The soft package may be a handkerchief, mittens or even marshmallows. The long object may be a banana, a whistle or a pop-gun. It is not quite daylight and hesitating fingers hardly dare turn on the light for fear mother or dad will awaken and say it is too early to get up—even on Christmas morning.

Sq—u—e—a—k. The soft package has made a sound. Little ears listen attentively for another sound from the next room. A gentle pressure, and the squeak is louder. It brings a half-fearful thrill to the little nivestigator and a grunt from the next room.

"Is that kid awake already? It's not more than——"

"But it's Christmas morning, Henry. Merry Christmas, Junior."

"Merry Christmas, mother. Merry Christmas,dad. You'd oughta seewha' Santa bro——"

"Want to get up, kid?" Dad has allowed his mind to drift back twenty years or more and is now willing to sacrifice sleep at the altar of a child's delight. "Turn on the light and dad'll get your bathrobe and slippers. Look through your stocking while I stretch for a moment and then we'll see what's under the tree downstairs."

Unhappy, indeed, is the boy or girl who cannot look back to a bulging Christmas stocking. Toys, candies, nuts, fruits of all kinds—a dozen little things that bring big thrills and take up the time between opening eyes and the trip downstairs to where big presents await.

By all means see that the children hang up their stockings—or yours, if your children are like all other children everywhere. But when you pack those stockings, see to it that you pack them with thoughtful care—for the contents may be made a very valuable Christmas gift.

Little tots are prone to overeat on Christmas Day. Furthermore, they are likely to eat too heavily of foods that do not agree with them, and thus have a happy Christmas morning, but a Christmas night of tummy ache. Too much rich candy is not good. Nuts are delicious, but rather heavy. Turkey, chicken, bread—these are all acid-producing foods, and if acid foods are eaten the children should also eat heavily of alkaline foods, so that they may have a balanced diet.

Be sure to stuff a big orange in the toe of each Christmas stocking, tying a note from Santa to it, stating that the orange must be eaten before breakfast. Not only is it an appetizer, but it is strongly alkaline in its reaction, even though many still think of it as an acid fruit. If the child will eat an orange before breakfast he will probably eat much more sparingly of candies and nuts, and thus come to the breakfast table ready for his cereal, his toast, his milk and his marmalade—and the day will be started aright.

If hunger comes before the big meal of the day, see that the "in-between" is a glass of lemonade and a rosy apple, another orange, or some figs and dates taken from that valuable Christmas stocking. If Santa wishes such foods devoured, children will gladly obey—even those who might frown when such unimportant persons as parents make the request. So because it is Santa's desire, the morning orange and the later-on glass of lemonade and fruit are taken as a balance for those delicious but acid-producing foods that are eaten heavily on this day of days.

Forget the Christmas stocking? Never! Not if you wish your children to have memories that you have of this rustling, bulging, mysterious, delightful visitor on Christmas morning.

FIRST PRIZE WINNE

Veal al la King Supreme

lbs. lean veal, ½ cup butter, 6 rots, 2 onions, 1 bay leaf, 4 clove quart cream, 1 sweet pepper, 1 mushrooms, 1 can sifted peas, 2 c noodles.

Two pounds lean veal—trim off fat and cut into cubes about one i square. Brown slightly in ¼ cup b ter. Add water to cover well. Ad medium-sized carrots, 2 mediumsi onions cut up, 1 sweet pepper, 1 leaf, 4 cloves and boil all together u meat is tender. (Do not let water b down—add enough to keep about pint of liquid.) Add 1 quart of sw cream which has previously been he ed to boiling point, thickened as gravy, and add one can mushroo cut up, 1 can sifted peas. Salt to tas Add ¼ teaspoon paprika. Serve chow mein noodles.

Low Fares East CHRISTMAS

TICKET OFFICE
654 MARKET STREET
(Across from the Palace)
ALSO FERRY BUILDING

WESTERN PACIFIC
THE FEATHER RIVER ROUTE

IN THE SOUTHERN DIVISION OF THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT

Adams, who for many years
n manager at Burlingame for
ific Telephone and Telegraph
y, will soon assume the re-
e position of commercial agent,
eadquarters in San Francisco,
ng to an announcement made
t. Roller, division manager for
ast division.

k's" many friends are greatly
with the news of his appoint-
which comes in recognition of
h telephone experience, cover-
period of almost thirty-three
He first entered the service
telephone company during the
896, and from April of that
until April, 1905, he occupied
nt positions in the East and
Exchanges of San Francisco.
n went to Goldfield, Nevada,
erintend the reconstruction of
evada Consolidated Telephone
Telegraph Company, serving
h, Goldfield and Rhyloite. This
uring the boom days of the
camps.

Adams continued to play an
ant part in the development of
ny in Nevada until February,
hen he sold all of his telephone
ts there. In April of the same
e assumed the managership for
acific Telephone and Telegraph
ny of San Mateo and Burlin-
and many adjacent exchanges.
the past sixteen years of
management here, the num-
telephones in the San Mateo
urlingame area has grown from
o 8,000.

H. Moore, San Jose district
er, announced that Mr. Adams'
n will be filled by L. S. Nevins.
as he is familiarly known to
iends and associates, assumes
w duties with a background of
ence that extends back to June,
when he entered the service of
lephone company at Sacramento.
that time he has held other
ns in the company's offices at
and San Francisco.

March 1, 1926, Nevins became
ger of the telephone company
iah, and relinquished that posi-
o assume his new responsibili-

★

MAIL PLANES BEING FLOWN
ORE THAN 40,000 MILES DAILY

e than 40,000 miles are being
daily by commercial planes op-
g over regularly scheduled routes
United States and a population
of more than 60,000,000 people is
served by air transport, accord-
statistics issued by the American
Transport Association. The asso-
n's report includes these inter-
figures:

being flown daily by mail, ex-
ss and passenger planes on reg-
r scheduled routes 40,654
of airways 14,833
of airways operating or sched-
d 20,326
of mail airways 12,397
of lighted airways 8,000
flown daily with mail 30,000
ber of states traversed by com-
rcial air lines 37
ber of cities served by planes on
ular schedules 108
lation of areas surrounding
ies served by mail and express
d passenger planes 60,000,000
mail carried in 1928 ..... 1,700 tons
ers carried in 1928 137,000,000
ress shipments carried in 1928
..... 30,000
stimated.

anes of commercial aviation com-
es in the United States fly more
s than those of any other nation;
more miles at night. Figures on
transport mileage flown in 1927
:

ed States 6,000,000
many 5,500,000
ice 3,500,000
ish Empire 2,000,000

1927, airplane miles flown in
sportation operations in the United
es increased 1,700,000 over 1926.
1928, they will register a minimum
ease of 4,000,000 miles over 1927.
his record is outstanding because
country's splendid network of air
l and transport lines are operating
out subsidy from the central gov-
nent. France, in 1928, allowed 218,-
140 francs for civil aviation or
ch 115,000,000 francs is for prem-
s and subsidies. The British Gov-
ment in the past seven years spent
2,780 pounds in certain direct aids
subsidize air and transport lines.
recent years the British government
paid one company 137,000 pounds
nually as a direct subsidy for oper-
ng between Great Britain and the
ntinent. This company received an-
er subsidy for its services between
gland and Egypt. Germany appro-
ated 19,750,000 marks in 1928.

★

FOR SALE—Good L. C. Smith
ewriter, Cheap. Apply Recorder
ice.

CHRISTMAS DOLLS DRESSED
NOW
Any Size — Any Style
one, Menlo Park 2084-W

FINAL REPORT OF CITY PLANNING COMMISSION.

AGED 84, PASSES

THE widow Halderman and her daughter had no money to spend on Christmas shopping but there was one, little Jane McMurray, a cripple, to whom they would like to have given the best that money could buy.

"Well, if we can't buy something for Jane, haven't we something about the house that we could give her?" pleaded Sheila Halderman of her mother?

"I can't see one thing about the house that she needs worse than we do!" the mother sadly informed her daughter after she made a trip about the tiny house.

Just then, little Sheila spied something. Clapping her hands, she ran to the window sill and grasped a huge geranium which she herself had grown from a seed which had been sent gratis to her with a flower catalogue. The plant bore four bright red blooms and many buds. "Mother, little Jane needs that worse than we do," she exclaimed.

So it was, that eve, Sheila and her mother took the gay flower to Jane as a Christmas gift. They had spent many minutes over the wrapping and tagging of the little parcel. Some one had sent them a plate of cookies once upon a time, under which they had found a beautiful paper lace doily. This very doily they had used to wrap the unsightly flower pot.

From a last year's calendar, the Haldermans had clipped a huge holly wreath which they had pasted upon cardboard. Then had come the wording. They had finally decided upon: "For some one who needs this worse than I do!"

Little Jane was delighted and hugged the beautiful plant almost to the point of crushing it. She thanked them again and again and they noted tears of joy stream down her cheeks.

A few days later Sheila went down to see Jane again and the first thing she noticed was the absence of the geranium. "Did the flower die, Jane?" she asked, half afraid something had happened to it?

"No dear," Jane answered, "but I read the tag that was on it and I got to thinking there was poor Jimmy Miner up there in Mercy hospital with nothing but that white painted ceiling to look at, so I decided he needed that flower more than I did. I knew you wouldn't care!" And so the Christmas gift from the Haldermans passed from one to another until it had finished blooming.

"To think, mother, we could never have bought gifts for all those people, could we? I am going to plant a lot of flower seeds right away, and get ready for next year's "pass-it-on" Christmas presents.

(©, 1928, Western Newspaper Union.)

BIG JOHN GIBBS was happy that Christmas, though he lay quiet on a bed in a hospital, with a prospect of remaining three months longer. The doctors had decided his chances were not encouraging, and he had come to that conclusion himself. Then had come the changing of the decision. He would live, though it would take months for the mending. He could go on again with his big enterprises, as he had been planning. He was too young to die, anyway, and there was so many things ahead that he wanted to do.

He had tried to save a few minutes by racing with a train, but the train had been the faster. He knew about such things. He had often read them. He had not saved the few minutes. They had stretched to more than three months. But he would live, when he had felt sure he would die. So he was happy.

Lying there he realized there were many visitors going through the hospital, for it was Christmas. There were children, too. He knew by the voices, and by the patter of small feet. Then he heard some one say a supposed patient had gone away, convalescent. Evidently they had brought things for him, and were now looking about for another to give them to. He had a feeling that they were looking at him, and he closed his eyes and feigned sleep. He did not want any of their charity.

But lying there he had a sort of sorry feeling for himself. He had no children. He had been too busy in the quest of fortune to ever marry.

The visitors walked on, and he lay there quietly content and curiously happy. He was going to live, when he had been sure he must die. He could go on with his work. There was no hurry. He was young yet.

With his eyes closed, he drifted off —and was asleep. He did not hear soft little footsteps approaching, and if he had he would have repelled them. He thought he did not like children. But he did not know.

Then two little arms went around his neck, and a childish mouth was pressed against his, then he knew.

"I love you because you are sick," she whispered.

When he found she was a poor child of one of the hospital workers, he sent out for an armful of Christmas gifts, and banked a hundred dollars in her name.

(©, 1928, Western Newspaper Union.)

SPIRIT OF CHRISTMAS

WHEN biting north winds sweep across crusted snow and icicles hang from every projecting eave; when hearth fires blaze cheerily, and the odor of pine, and holly, and laurel is everywhere; when the larder is full of good things and the heart is full of cheer—then it is Christmas.

The Spirit of Christmas has never been caught or imprisoned; artists are at a loss whether to portray the cheery elf as a passenger on Santa's sleigh, a friend of his reindeer, or in a glory and radiance that is angelic—they cannot portray it. Christmas is more than December 25. The turning of a calendar leaf cannot bring Christmas. It is not dependent solely upon profusion of good things—it is not contingent upon playtime or music or merriment. Christmas is more than all of these. It is a spirit of good will and friendship. When it breezes in upon us on Christmas eve, we feel its inspiration and joy, and when it passes early in the new year, we regret that it could not remain with us always.

Let us carry a bit of the Christmas spirit with us throughout the year. — W. D. Pennypacker.

(©, 1928, Western Newspaper Union.)

THE CHRISTMAS TREE

THE sun streamed through the window-glass. They stood admiring what was left of Christmas—a handful of waxen stubs, some tarnished tinsel and a few colored bulbs; a dusty shrub spilling needles on a soiled sheet. Then a shadow hid the sun!

They did not see through the window the giant elm with its carpet of frosted crystals, its branches of prisms and pendants and coruscations. God touched the switch, the sun came out and nature's Christmas tree stood glittering and sparkling with gems too precious ever to be possessed but free for the poorest beggar!—Mabel Atkinson in the Prism.

Exclusive

He—How do you like my Christmas present, dear?

Modern Flapper—Mother says I should never accept inexpensive presents from boys.

An Anti-Noise Opinion

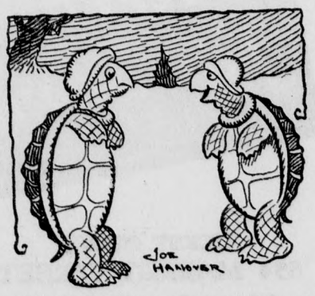
She—I suppose you are familiar with Dickens' "Christmas Carol."

He—Well, not exactly familiar with it, but I heartily approve of it. One of the best things he ever did was to invent a Christmas Carol that people could read quietly instead of trying to sing.—Boston Transcript.

The Modern Christmas

Give us the new-fashioned Christmas, telephone and radio, "movies" and the airplane and the motor car, freer spirits and a thousand new points of contact; these are the gifts that mankind has given to all mankind to enrich and magnify life.—Woman's Home Companion.

Easy



Miss May Turtle—Suppose some fellow you don't like, tries to kiss you when you're under the mistletoe, what will you do?

Miss Sadie Turtle—That's easy I'll pull in my head!

Millions of Christmas Trees

It is estimated that 5,000,000 Christmas trees are used in celebrating the holiday season in the United States.

Phone Redwood 339-J

Complete Home Furnishers

What is more important than the building of a happy comfortable home? We venture the statement that because they contribute probably to a greater degree than any other institution in this important work, this justly popular store is one of the most essential commercial features of this section of Palo Alto, located at 424 University avenue., under the efficient direction of modern furniture men, is replete with furnishings for the home and no matter what may be your need in this line, they have it at a reasonable price. Standard makes will be found in their store. Library tables, davenports, mattresses, beds, rugs and furniture of all kinds for the home are represented by standard brands that are known the country over.

The management has won for itself a reputation throughout the county by treating every customer honorably and alike. Fair and honest business methods have built up for them a large trade and they always give value received for the money.

It is hardly possible for us to give a concrete idea of the immense stock this firm carries for the accommodation of the public, or the high quality offered at such reasonable prices. A visit to their store, however, will readily prove to you that it is a proper and most advantageous place to buy. They also operate an extensive credit department, whereby terms are arranged on easy payment plans, enabling their host of patrons to secure high-grade furniture on convenient payments.

This establishment and those who direct its affairs have contributed in no little measure to the progress and development of this section of the country, and especially to Menlo Park and Palo Alto. We wish not only to compliment them, but to urge our readers to visit this establishment when they are in need of anything in the home-furnishing line.

NIELSON & CULVER

Gifts That Last

Located at 165 University avenue, in Palo Alto, Nielson and Culver conduct one of the most modern and up-to-date Jewelry Stores in this section, and their store is replete with every thing that is the latest and best. As a proof of our statement we suggest that you visit this store, where you will find quality Diamonds, Watches, Jewelry, Sterling Silver, Silver Plate, Leather Goods and Art Goods. These articles make suitable presents for all occasions. They also make a specialty of expert Watch and Jewelry Repairing.

This is one of the most progressive establishments in the community and is meriting the large patronage it is receiving. Whatever you may wish in watches, diamonds and jewelry you will find in this store a choice assortment from which to make your selections. As regards quality, you may rest assured that whatever you purchase will be priced at a most reasonable figure, for this establishment is in charge not only of a reliable business man, but one who has had wide experience in this field and knows the business from the ground up. All of those many articles of jewelry so dear to the feminine heart are offered in great profusion of attractive patterns and courtest and accomodation mark their service.

Since the time this well known store first opened its doors to the public, local people have taken it ae a matter of course. To b eable to get what you want in this line, to know no matter what the occasion may demand in this respect, you can always get it at this establishment—that is a feature of the commercial efficiency of the community which makes it the more attractive.

We wish to compliment them upon the high standary of efficiency they maintain in this establishment, the superior quality of goods they handle, and the admirable manner in which the establishment is conducted.

3P2631

A NATION-WIDE INSTITUTION-

J.C.PENNEY CO. INC.

322 University Avenue

Located in Palo Alto at 320 University avenue, the J. C. Penny Store is one of the most complete family department stores in this section and carries at all times a complete stock of Ladies Ready to Wear, Mens and Boys clothing and furnishings. Their buying power assures quality goods at prices which quality buying affords, which is a real saving to the public. A most popular store; which offers the best quality at reasonable prices, under direction of competent twentieth century business people, they merit the patronage of the surrounding territory, having a vast supply of dry goods, notions and clothing for men and women. Being associated with over 1,000 stores, they are able to buy direct from the factories, for they maintain over one hundred thoroughly competent buyers in the New York office.

This company is contemplating the establishment of 500 new stores some time in the latter part of 1929, probably about September.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment.

This is the day and age when the public demands not only magnanimous service, but best in quality at reasonable price. Thoroughly conversant with both the manufacturing wholesale and retail conditions of the county and with a wide experience in their particular line of endeavor, the management of this popular institution has been able to render a service to the people in their line that is distinctly satisfying. Real value at the most reasonable price possible has been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

This is one of the valued mercantile establishments of the county, which maintains many departments and carries a full line of shoes. This is one of the department stores of nation wide renown.

There is no more public spirited citizen in the community than the manager of this well known establishment, and in making this review of the progress of this section, we wish to compliment them and direct your attention to this establishment as one of the reliable business institutions of the community that has added to the development and progress of this part of the state.

VARSITY RADIO DEN

Radio Headquarters

The Varsity Radio Den located at 472 University avenue in Palo Alto is the most progressive and exclusve radio shop in Palo Alto and is building up a fast increasing business thru their slogan **"We Serve You Personally."**

They have the distribution of the Philco Electric Radio— the Neutrodyne-plus, which is a new triumph in radio.

Scientists agree that Neutrodyne produces the purest radio tone. Philco engineers have found the way, for the first time in radio history, to combine Neutrodyne with super-power. The resula: Perfect tone quality Plus vast distance range and extraodrinary selectivity—a combination new to radio. Neutrodyne-Plus—a new term in radio to describe this remarkeble achieve-

Philco brings in local and many distant stations without an aerial. Port able ground is provided — therefore Philco may be moved easily from one room to another.

Radio is perhaps the greatest invention that has been made in the last decade. From a standpoint of en tertainment it is unexcelled. The biggest concers, addresses, operas, music of all kinds, baseball and football games, all contests of international im portance are reported as they happen, to the radio fans. There is not a night but that the radio owner can get any and all kinds of entertainment that he desires.

The men in charge are expert radio men and you can depend on the advice and information they give you. You are invted to tell your troubles to them and they are glad to help you and advise you in any way. We assure you that no obligation is incurred merely because you ask questions. They are genial and accommodating and would like for you to call and get their prices. The wonders of radio are so many and the cost so small that no matter what your situation in life you cannot afford to be without one.

CITY OF PARIS DYEING & CLEANING WORKS

Cleaning, Dyeing, Pressing and Repairing

Located at 248 Homer avenue, Palo Alto, with Phone number 1525 they do an extensive business in Cleaning, Dyeing, Pressing and Repairing, and make a specialty of cleaning furs and fancy gowns. They also offer full protection as your garment is fully insured while in their care. They use a mod ern system which restores new life to all garments, and are admirably equipped to handle a large volume of business.

The dry cleaning system used not only cleans your clothes, but renovates them in the most sanitary manner. It also turns them out in the most satisfactory manner, without disagreeable odor that accompanies the work of so many cleaning establishments. The very latest cleaning and renovating machinery installed in their plant makes it possible for them to handle the finest and most delicate fabrics and turn them out so they look like new.

A specialty is made of cleaning ladies' garments and they have a list of men from whom they do cleaning that includes almost every man in the town who is caremul of his personal appearance. Their pressing of garments is correctly done and is promptly called for and delivered.

This establishment is popular with all who have tried it. That they put forth their best efforts is shown in the satisfaction given in each case. They are especially equipped for all classes of dry cleaning and no work is too diffcult for them to handle in the most satisfactory manner.

Their parcel post service is also a desirable feature. If you send your work to them by parcel post telling them what you wish done, the will give you the best of metropolitan service, and return the work to you promptly by parcel post. Hundreds find this a most convenient system of having work done.

We are pleased to commend them upon the efficient service rendered and to tell our readers that as regards cleaning and dyeing they can do no better than to send their work to this company.